

WHAT IS CLAIMED IS:

1 1. A process for enabling a visitor to make a criteria-based decision when
2 browsing a website, comprising the steps of:

3 presenting a first set of one or more questions to the visitor on a webpage at
4 the website, wherein the first set of one or more questions assist the visitor in
5 determining what is missing with respect to a problem the visitor is seeking to solve;

6 presenting a second set of one or more questions to the visitor on a webpage at
7 the website, wherein the second set of one or more questions assist the visitor in
8 determining why the visitor is unable to adequately solve the problem with resources
9 currently at the visitor's disposal; and

10 presenting a third set of one or more questions to the visitor on a webpage at
11 the website, wherein the third set of one or more questions assist the visitor in
12 determining whether an identified solution to the problem is acceptable to the visitor
13 when compared to the visitor's criteria.

1 2. The process as recited in claim 1, wherein the visitor's criteria include cultural
2 norms held by the visitor.

1 3. The process as recited in claim 1, wherein the second set of one or more
2 questions is presented to the visitor in response to the visitor selecting a response to

3 the first set of one or more questions, and wherein the third set of one or more
4 questions is presented to the visitor in response to the visitor selecting a response to
5 the second set of one or more questions.

1 4. The process as recited in claim 3, further comprising the step of:
2 presenting further details on the identified solution to the visitor on a webpage
3 at the website in response to the visitor selecting the identified solution.